

Shopper Stopper

PUBLISHING AND COMMUNICATIONS

February 11, 1997

The Secretary
Federal Communications Commission
1919 M Street, N.W.
Washington, DC 20554

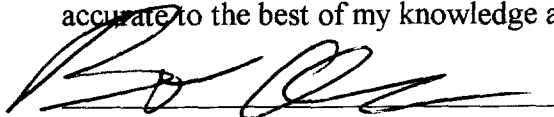
RE: Petition for Rule Making to Amend §73.202(b)
New FM Assignment at Mazomanie, WI

Dear Secretary:

Transmitted herewith please find an original and four (4) copies of a Petition for Rule Making by Shopper Stopper, Ltd. to assign FM Channel 257A to Mazomanie, Wisconsin, as that community's first local broadcast service. We affirm that we intend to apply for a construction permit for a new FM station to operate on this channel, if it is assigned, and, if authorized, to promptly build the facility. If we receive such authorization, we will reimburse Station WDMP-FM for reasonable and prudent expenses associated with that station moving from Channel 257A to Channel 294A, as it is proposed herein.

A copy of this petition has been served upon station WDMP-FM as per §1.401(d) of the FCC Rules.

I hereby declare under penalty of perjury that the statements contained herein are true and accurate to the best of my knowledge and belief.



Bart Olson
Principal

Subscribed and sworn to before me this 11 day of February, 1997.



Charlotte Buelow
Notary Public Sauk City

My Commission expires 8-6-2000

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ENGINEERING REPORT

**A PETITION FOR RULE MAKING
TO AMEND THE FM TABLE OF ALLOTMENTS**

**TO ASSIGN FM CHANNEL 257A
TO MAZOMANIE, WISCONSIN**

SHOPPER STOPPER, LTD.

FEBRUARY 1997

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ENGINEERING STATEMENT

This Engineering Statement and the attached figures have been prepared by B. Benjamin Evans, P.E. of Evans Associates, Consulting Communications Engineers in Thiensville, Wisconsin. This exhibit supports a petition by Shopper Stopper, Limited, requesting modification of the Table of FM Allotments to specify FM Channel 257A at Mazomanie, Wisconsin.

Evans Associates has been retained by Shopper Stopper, Limited ("petitioner") to prepare the engineering portion of a petition for rule making to assign FM Channel 257A to Mazomanie, Wisconsin. This drop-in is made possible by the substitution of Channel 294A for Channel 257A in Dodgeville, Wisconsin. Channel 257A in Dodgeville is presently assigned to station WDMP-FM. Therefore, it is also proposed herein to modify WDMP-FM's license to specify Channel 294A.

The village of Mazomanie is located in Dane County in southcentral Wisconsin. The population of Mazomanie in 1990 was 1,377 persons. The population of Dane County in 1990 was 367,085 persons. The instant FM channel, if assigned, would provide the village of Mazomanie with its first local broadcast service.

As a result of a frequency search conducted by the petitioner, it has been determined that Channel 257A may be assigned to Mazomanie, Wisconsin, provided that WDMP-FM in Dodgeville, Wisconsin is moved from Channel 257A to Channel 294A. Therefore, it is proposed that Section 73.202(b) of the FCC Rules and Regulations be amended in the following manner:

<u>Community</u>	<u>Present</u>	<u>Proposed</u>
Mazomanie, Wisconsin	--	257A
Dodgeville, Wisconsin	257A	294A

It is the petitioner's intention to apply for a construction permit to operate on the FM channel proposed herein, if it is assigned. If the petitioner is the successful permittee of Channel 257A in Mazomanie, it will reimburse WDMP-FM for all reasonable and prudent expenses associated with the move to Channel 294A.



Engineering Statement - Page 2
Mazomanie, Wisconsin

The reference point coordinates of Mazomanie are:

N. 43°-10'-26"; W. 89°-47'-33"

The assignment of Channel 257A to Mazomanie will meet all minimum distance separation requirements under the FCC Rules if the transmitter site is located at least 2.3 kilometers east-southeast of the center of Mazomanie.

The transmitter site coordinates assumed for the purposes of this petition for rule making are:

N. 43°-09'-51"; W. 89°-46'-05"

From this location, compliance with the community of license coverage requirement (3.16 mV/m contour) would be assured, even at modest Class A transmitting facilities.

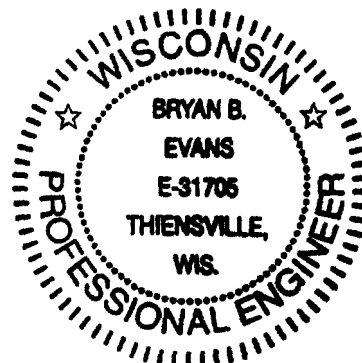
Station WDMP-FM, on Channel 257A, is short-spaced to station KDST, Channel 257A in Dyersville, Iowa, by 11 kilometers. On Channel 294A, WDMP-FM would be able to double its power at its current antenna location and height in accordance with the FCC rules permitting maximum facilities of 6 KW ERP and 100 meters antenna HAAT, or the equivalent, for Class A stations. Thus, this proposal would have an additional public interest benefit, since it would enable WDMP-FM to upgrade its transmitting facilities.

In view of the above, it is believed that the assignment of Channel 257A to Mazomanie, Wisconsin would be in the public interest.

The foregoing statement and the attached figures are true and accurate to the best of my knowledge and belief.

B. Benjamin Evans, P.E.

February 11, 1997





Engineering Statement - Page 3
Mazomanie, Wisconsin

ATTACHED FIGURES:

Figure 1 - - - - - Minimum Distance Spacings Study - Channel 257A, Mazomanie, WI

Figure 2 - - - - - Minimum Distance Spacings Study - Channel 294A, Dodgeville, WI

Evans Associates
210 S. Main Street
Thiensville, WI 53092
FM FREQUENCY ALLOCATION STUDY

Channel: 257A (99.3 MHz) 6 KW ERP
 Coordinates: 43 - 9 - 51 89 - 46 - 5 100 M HAAT
 Job Title: SHOPPER STOPPER - MAZOMANIE WI Φ indicates 73.215 Facility
Cl.A Spacing: 73.207

CALL	Φ	CITY	CH/CL-ZN	HERP	VERP	-kw	LATITUDE	BEAR-to	DIST-km	REQ
STATUS	ST-CTRY	FCC#	(m)-HAAT	MAXHAT	HAMSL	LONGTUDE	-from-°T	CLEAR-km	-km	
WERN		Madison	204B	12.5	12.5		43 3 21	122.4°	22.5	14.5
LIC	WI US	BLED960530KD	168	199	468	89 32 6	302.6°	+8.0		
•State of Wi Educ Communications Bd.										
WERN		Madison	204B	20.5	20.5	DA	43 3 21	122.4°	22.5	14.5
LIC	WI US	BLED951026KA	385	417	686	89 32 6	302.6°	+8.0		
•State of Wi Educ Communications Bd. •DA: ODDODD951102IA@0°										
WVCX		Tomah	255C	100.	100.		43 51 13	324.3°	94.7	94.5
LIC	WI US	BLH880129KE	302	348	646	90 27 28	143.8°	+0.2		
•VCY/America, Inc.										
WMYX		Milwaukee	256B	50.	50.		42 56 44	99.4°	141.2	112.5
LIC	WI US	BMLH860225KC	137	169	377	88 3 39	280.5°	+28.7		
•Heritage-Wisconsin Bcg Corp.										
WPKR	Φ	Omro	258C2	50.0	50.0		43 50 51	43.7°	105.7	105.5
LIC	WI US	BMLH910821KI	128	163	406	88 51 31	224.3°	+0.2		
•Midwest Dimensions, Inc.										
WJVL		Janesville	260B1	11.0	11.0		42 43 47	134.6°	68.7	47.5
LIC	WI US	BLH891018KB	153	171	427	89 10 10	315.0°	+21.2		
•Southern Wisconsin Radio, Inc.										

>> *** CHANNEL SUITABLE FOR ASSIGNMENT *** <<

Evans Associates
210 S. Main Street
Thiensville, WI 53092
FM FREQUENCY ALLOCATION STUDY

Channel: 294A (106.7 MHz) 6 KW ERP
 Coordinates: 42 - 55 - 10 90 - 8 - 6 100 M HAAT
 Job Title: WDMP-FM - DODGEVILLE WI Φ indicates 73.215 Facility
Cl.A Spacing: 73.207

CALL	Φ	CITY	CH/CL-ZN	HERP	VERP	-kw	LATITUDE	BEAR-to	DIST-km	REQ
STATUS	ST-CTRY	FCC#	(m)-HAAT	MAXHAT	HAMSL	LONGITUDE	-from-°T	CLEAR-km	-km	
KIYX		Sageville	291A	4.40	4.40		42 38 8	231.1°	50.1	30.5
CP	IA US	BPH950727MA	117	174	371	90 36 39	50.7°	+19.6		
•The Sageville Shopper										
WWQMFM		Middleton	292A	4.5	4.5		43 3 1	74.3°	54.8	30.5
LIC	WI US	BMLH900227KB	116	145	409	89 29 15	254.8°	+24.3		
•Enterprise Media of Madison, Inc.										
WWQMFM		Middleton	292A	4.5	4.5		43 3 3	74.3°	54.9	30.5
CP	WI US	BPH930618II	114	149	412	89 29 13	254.7°	+24.4		
•Enterprise Media of Madison, Inc.										
KCQQ		Davenport	293C1	60.	60.		41 32 14	193.4°	157.8	132.5
LIC	IA US	BLH6481	64	99	268	90 34 30	13.1°	+25.3		
•Mississippi Valley Bcg, Inc.										
KCQQ		Davenport	293C1	100.	100.		41 37 58	189.1°	144.7	132.5
CP M	IA US	BMPH951113IB	299	317	502	90 24 38	8.9°	+12.2		
•Mississippi Valley Bcg, Inc.										
WYLL		Des Plaines	294B	50.	50.		42 8 10	115.5°	197.1	177.5
LIC	IL US	BLH7489	91	117	313	87 58 55	297.0°	+19.6		
•Salem Media Corporation										
WNNOFM		Wisconsin Dells	295A	3.1	3.1		43 38 23	22.6°	86.8	71.5
LIC	WI US	BMLH921230KE	98	132	380	89 43 14	202.9°	+15.3		
•Armada Broadcasting Co., Inc.										
WPVLFM		Platteville	296A	3.8	3.8		42 44 45	235.2°	33.8	30.5
LIC	WI US	BMLH900820KI	72	124	365	90 28 27	55.0°	+3.3		
•Platteville Broadcasting, Inc.										
WSJY		Fort Atkinson	297B	26.0	26.0		42 48 2	98.2°	89.3	68.5
LIC	WI US	BLH900817KC	206	231	474	89 3 16	278.9°	+20.8		
•Goetz Broadcasting Corporation										

>> *** CHANNEL SUITABLE FOR ASSIGNMENT *** <<

CERTIFICATE OF SERVICE

I, B. Benjamin Evans, a partner in the firm of Evans Associates, Consulting Communications Engineers, hereby certify that a true copy of the foregoing petition for rule making has been mailed to the following by First Class United States Mail, postage prepaid, this 12th day of February, 1997:

Mr. Kurt Reinicke, Gen. Mgr.
WDMP-FM
P.O. Box 58
Dodgeville, WI 53533

A handwritten signature in black ink, appearing to read "B. Benjamin Evans", written over a horizontal line.

B. Benjamin Evans